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Sample A. Sample
123 Any Street
Anytown, US 00000
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VIRGINIA SLIMS

It's a *woman* thing.

8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

92025-1-CI
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$1.00 off 4 packs or 1 carton

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28505, 1 Fawcett Drive, Del Rio, Texas 78840.

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VIRGINIA SLIMS
VOID
5 28200 41076 9 (8100)0 06382

$2.00 off carton

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

RETAILER: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms hereof. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 28505, 1 Fawcett Drive, Del Rio, Texas 78840.

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VIRGINIA SLIMS
VOID
5 28200 41282 4 (8100)0 06383

OFFICIAL RULES
VIRGINIA SLIMS "WOMAN THING MUSIC" SWEEPSTAKES

NO PURCHASE NECESSARY

1. HERE'S HOW TO RECEIVE YOUR FREE MARTHA BYRNE 6-SONG CD: Call 1-800-968-7702 between 8:00 AM EST, April 19 and 12 midnight EST, April 20 from a touch-tone phone. Only the first 240,000 calls will be accepted. Follow the instructions. You will be asked by an electronic operator to input your personal code found on your Calling Guide1. You will also be asked to verify your name and complete mailing address. We are not responsible for faulty or mis-transcribed telephone communication. If prior to the ending date 240,000 calls have been received, callers will receive a message stating that they have not won.

2. GENERAL RULES: Sweepstakes open to residents of the U.S., who are smokers and 21 years of age or older at time of entry. Employees of Philip Morris Incorporated ("Sponsor"), its affiliates, subsidiaries, advertising and promotion agencies, and the immediate family members of which are not eligible. Sweepstakes void in MA, MI and where prohibited by law. All federal, state and local laws and regulations apply. Winners are responsible for all federal, state and local taxes. Sponsor reserves the right to provide a cash alternative at its sole discretion. No substitution or transfer of prize permitted. Winners will be notified by mail on or about 6/30/97. Limit one prize per person. Acceptance of prize offered constitutes permission to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law.

3. PRIZES: APPROXIMATE RETAIL VALUES AND ODDS OF WINNING INSTANTLY: 240,000 Martha Byrne 6-Song CDs: $12 each; 1:4. Unclaimed prizes will not be awarded.

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